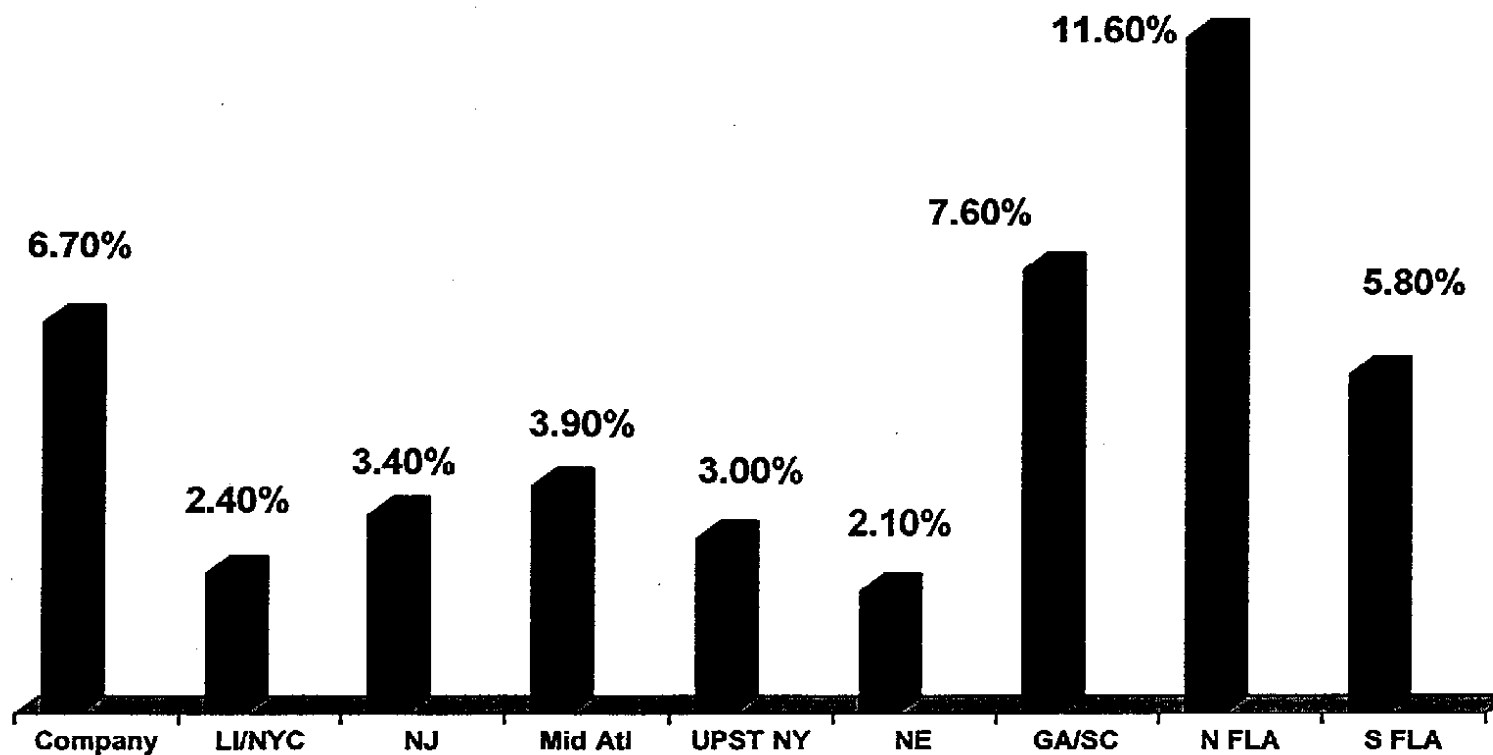

Amerada Hess Corporation

Cigarette Category Performance *1996*

Hess Mart

51842 8297

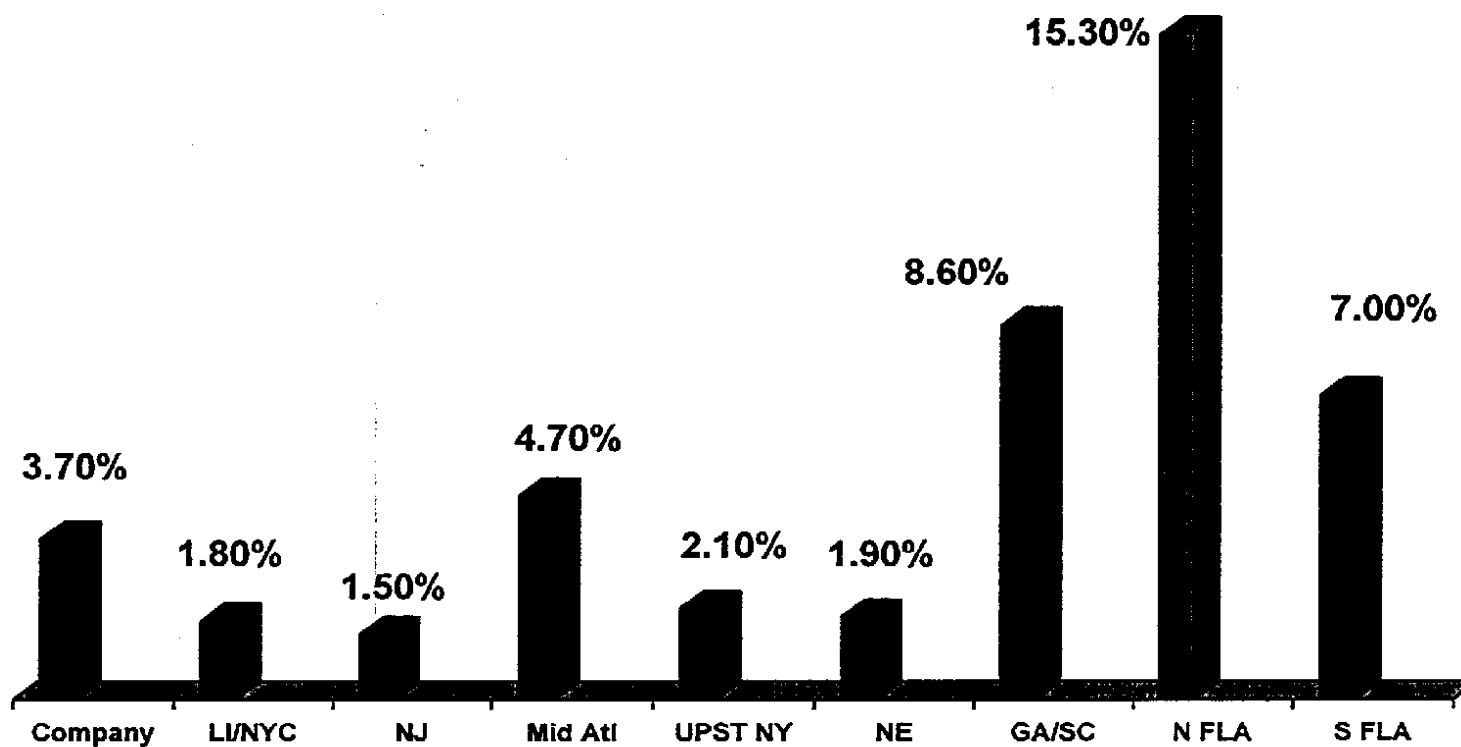
SIGNATURE Share Of Cigarette Business
1996



Hess Co-Op

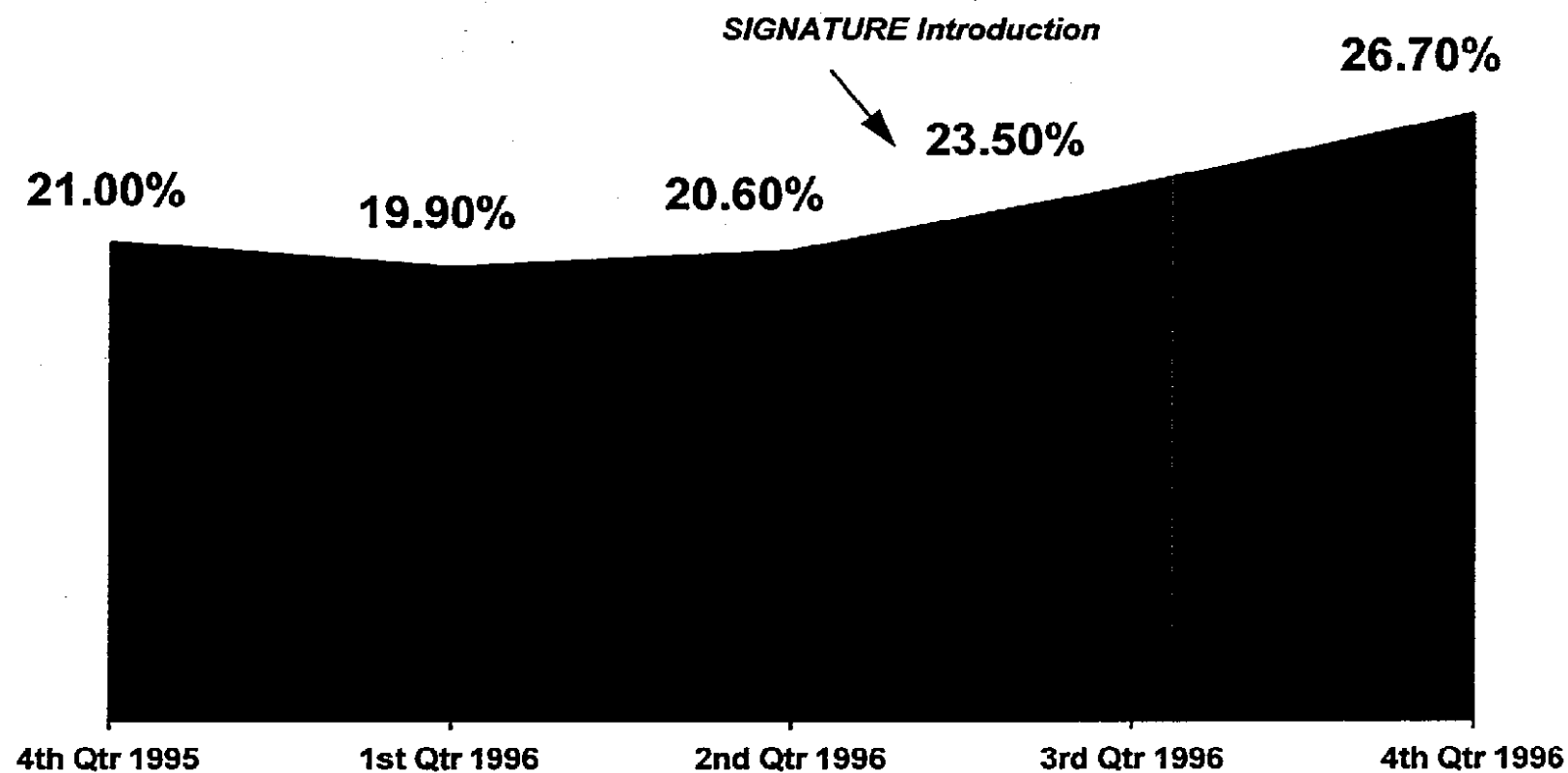
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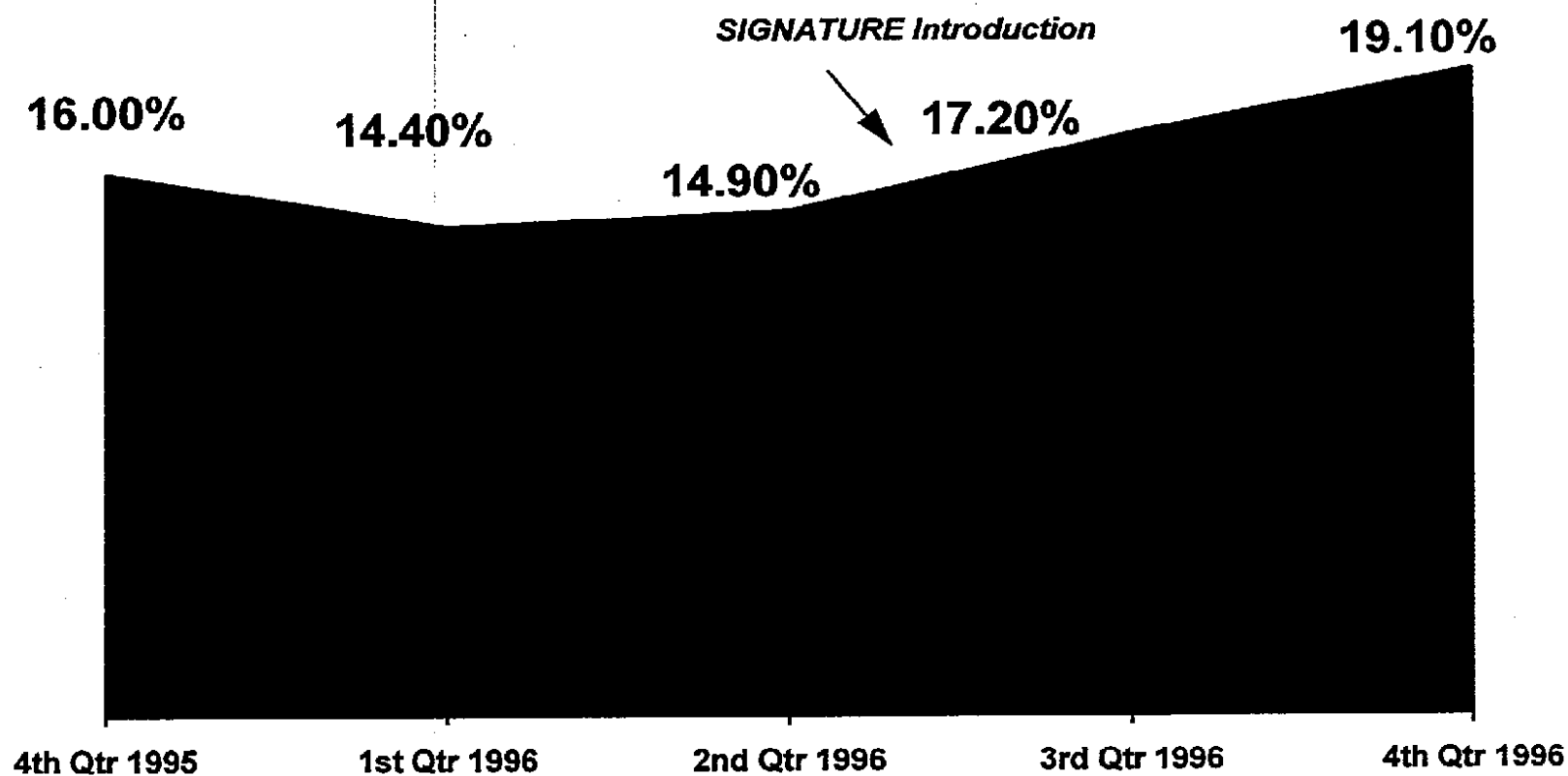
Hess Mart RJR Share Trend 1996

51842 8299

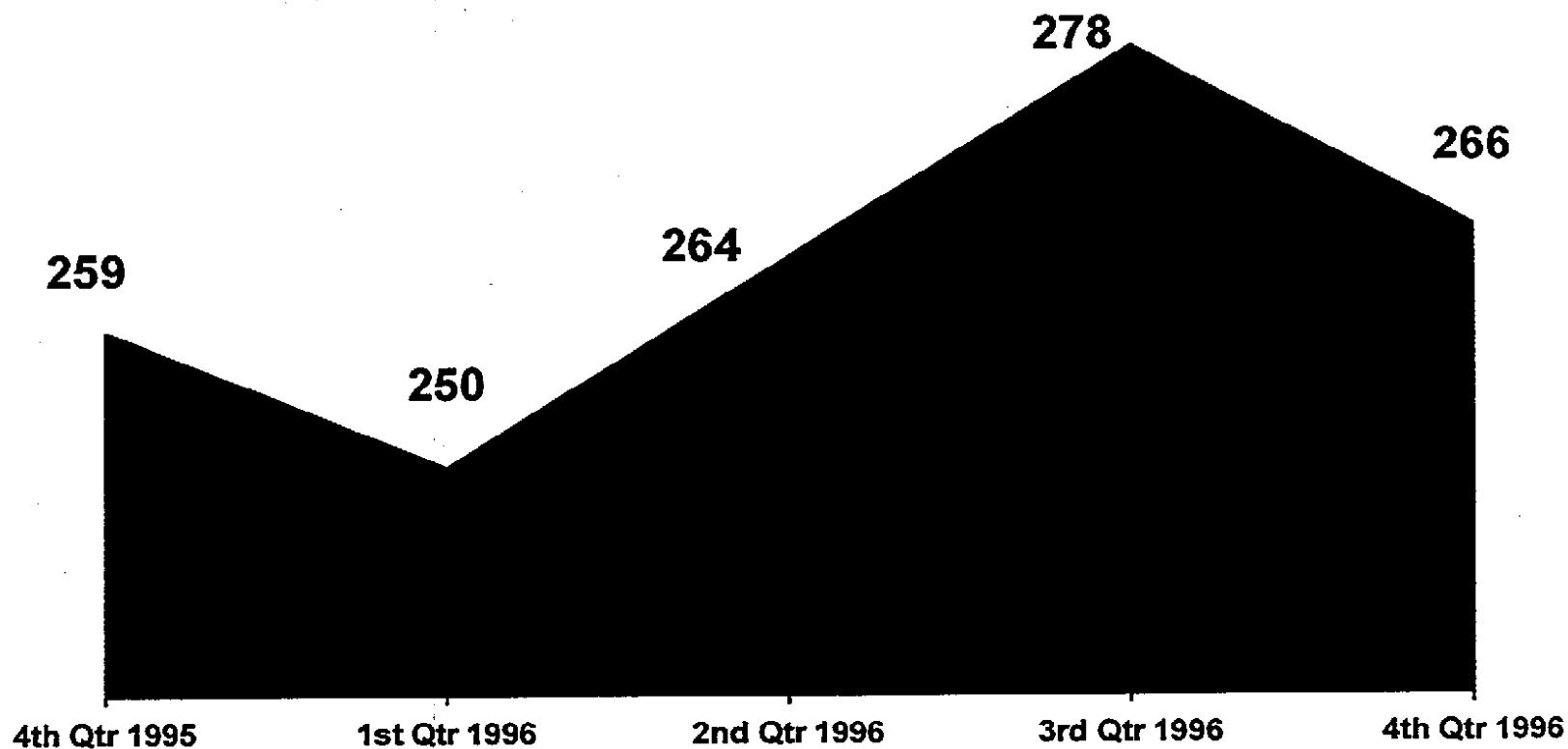


Hess Co-Op RJR Share Trend 1996

51842 8300

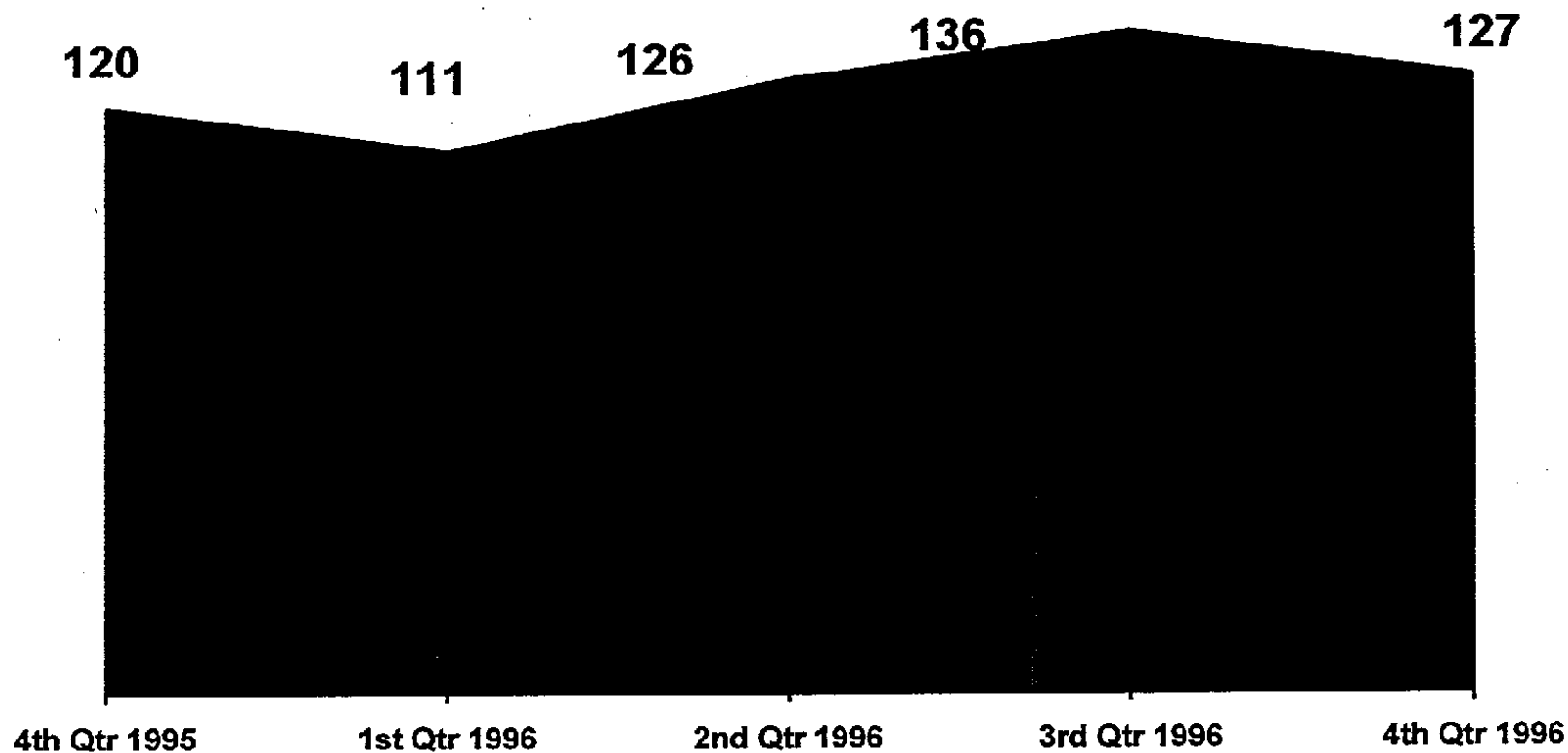


**Hess Mart
Cigarette Category
Average Weekly Volume 1996**

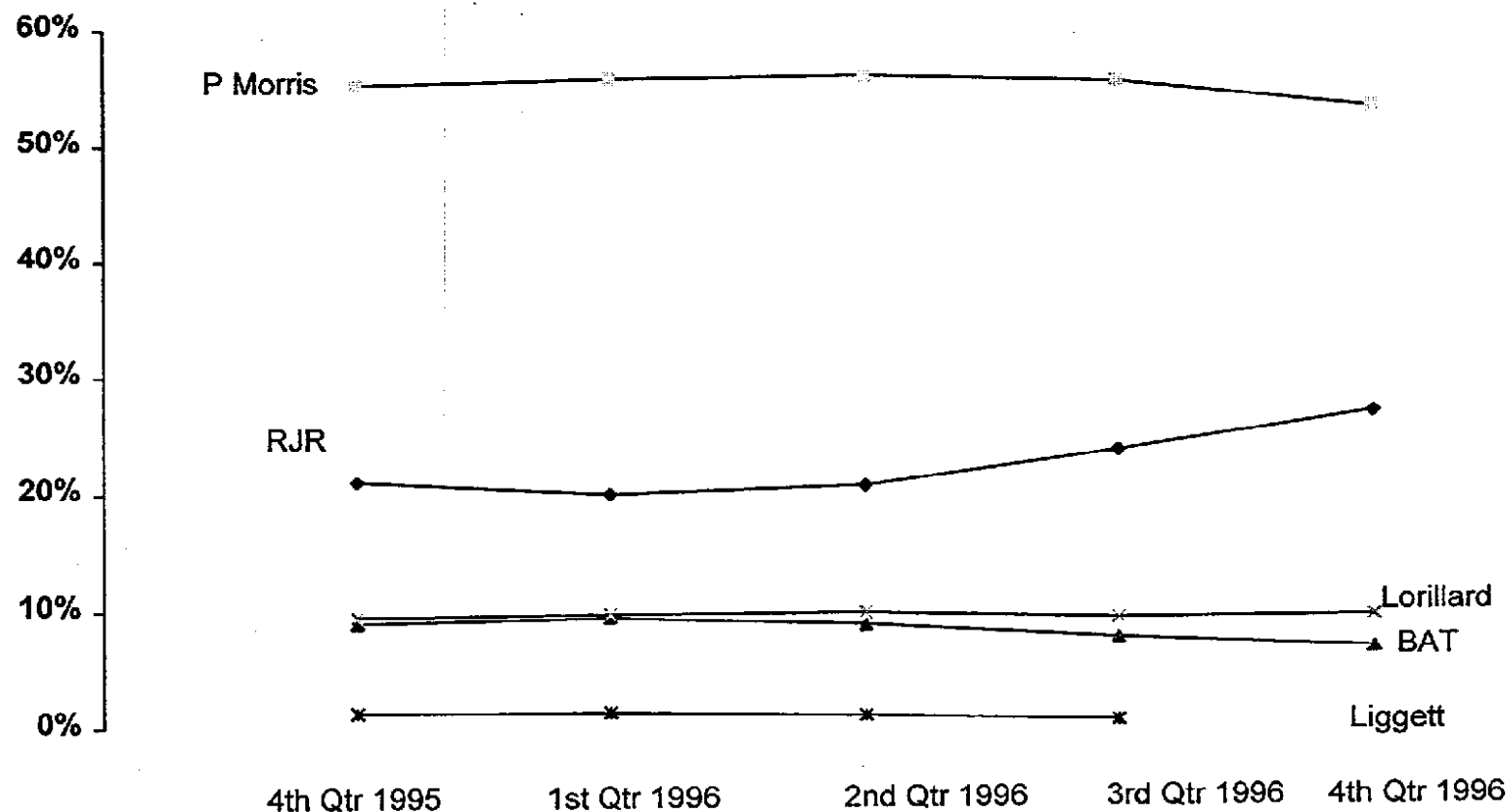


**Hess Co-Op
Cigarette Category
Average Weekly Volume 1996**

51842 8302

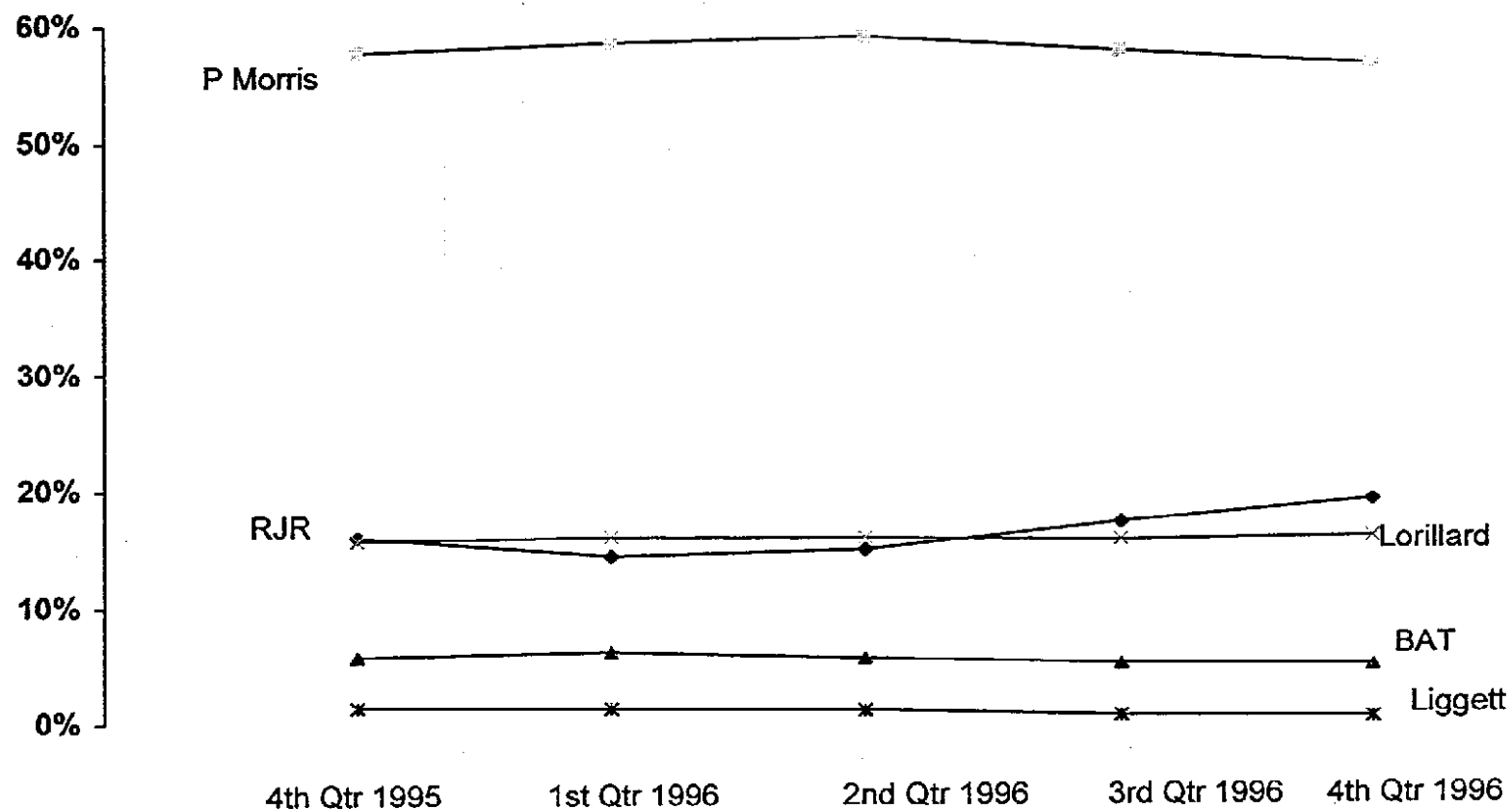


Hess Mart Cigarette Manufacturer Share Trend 1996

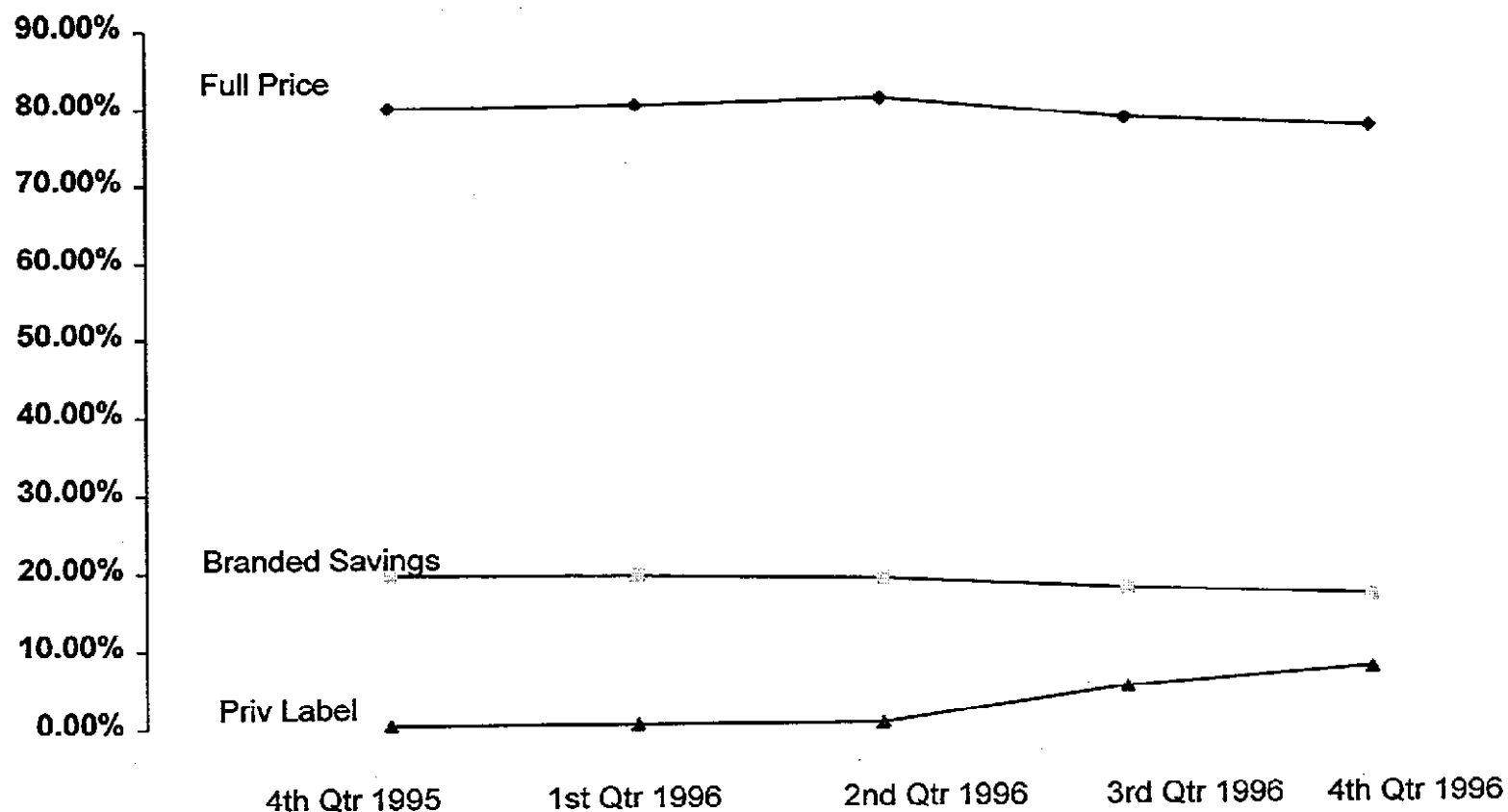


Hess Co-Op Cigarette Manufacturer Share Trend 1996

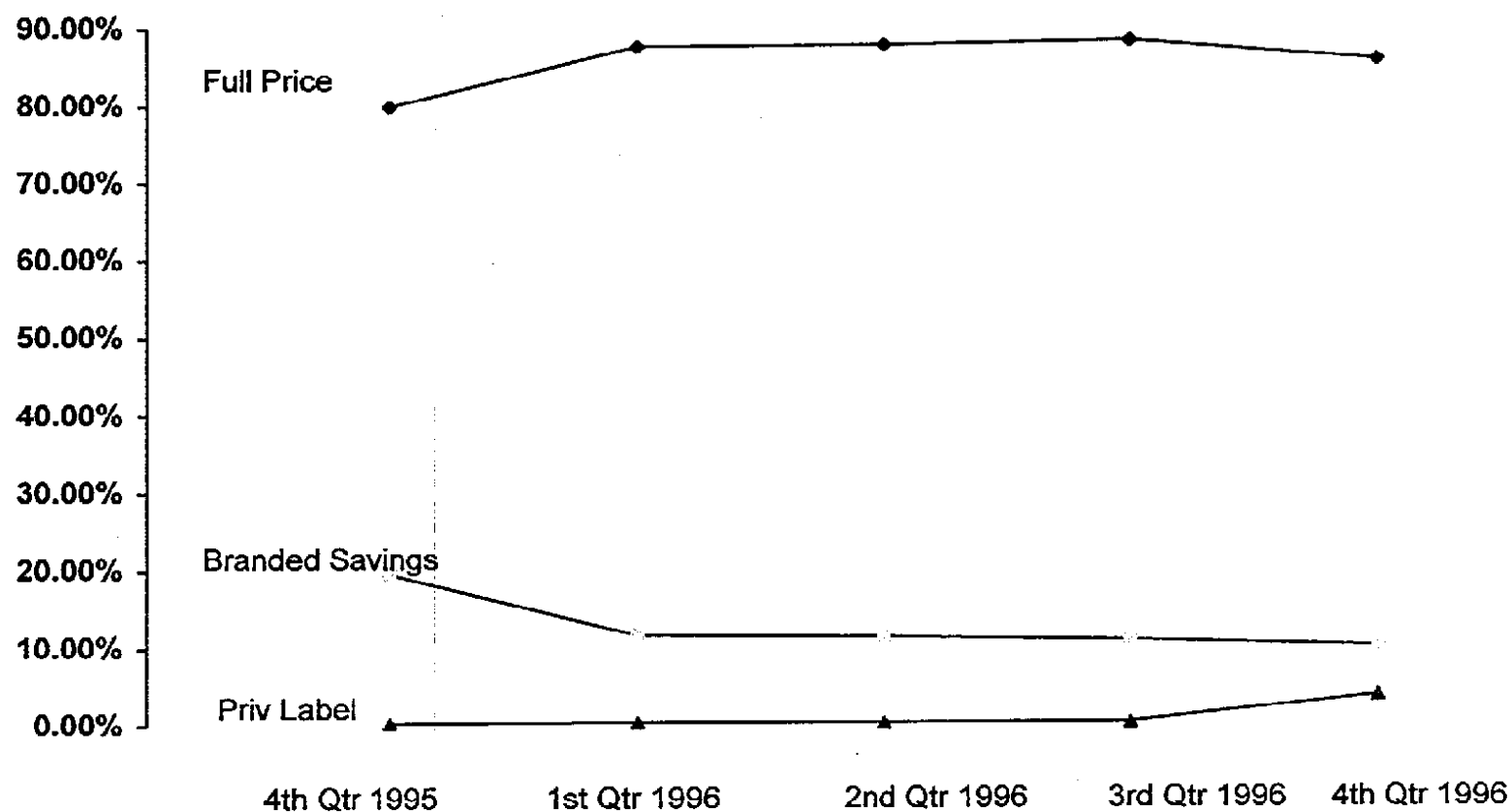
51842 8304



Hess Mart Cigarette Price Tier Share Trend 1996

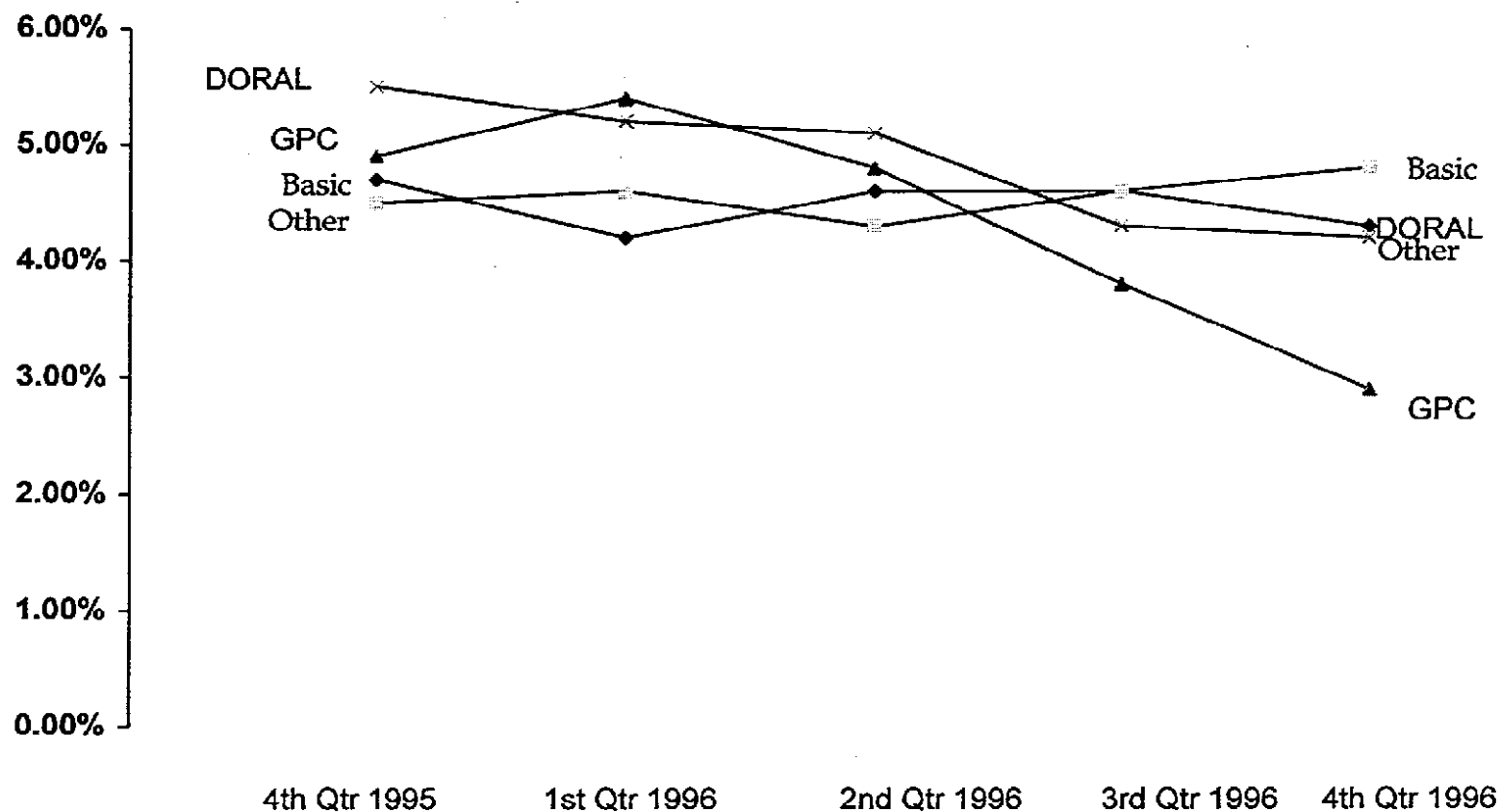


Hess Co-Op Cigarette Price Tier Share Trend 1996



Hess Mart

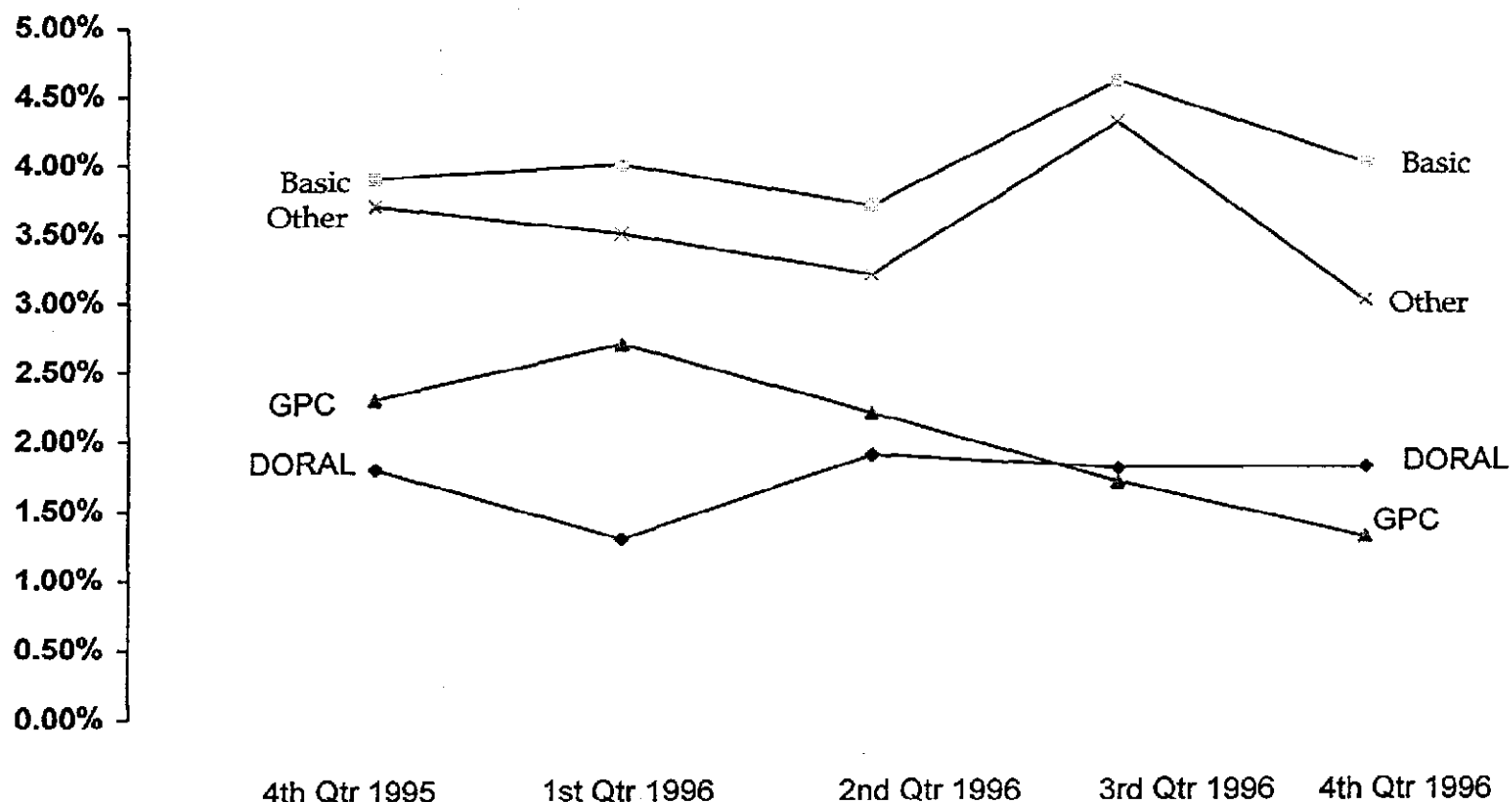
Branded Savings Share Trend (DORAL, Basic, GPC) 1996



Hess Co-Op

Branded Savings Share Trend (DORAL, Basic, GPC)

1996



Hess

Signature 5.8 share of MKT

What type of impact has it had

3mo pre time

Brand Family Perspective

Marl

WSC

Newport

GPC

Lig PL

Doral

Basic

	April	May	June	Pre
1 st ship. Date	July	August	DTS	on
	Sept	Oct	Nov	Post

April

Monthly Basic Line Graph

Impact on GPC / Doral

Overall Hess Volume

185 by month Brand Family

51842 8309